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Spotlight ON FOREIGN MARKETING

TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

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CAMPBELL AND VICKERS HEAD 1967 COOPERATOR COMMITTEE

Lee Campbell, Institute of American Poultry Industries, is the 1967 chairman of the committe of the market development cooperators. Gene Vickers, Western Wheat Associates, is vice chairman.

The chairmanship of the committee is on an annual, rotating basis. The 1966 chairman and vice chairman were Hubert Dyke and Raymond Steinbach. The first chairman was W.G. Lodwick.

The committee meets with FAS as part of its joint responsibilities for administration of the market development program.

Joseph C. Harsch, Dean of Diplomatic Correspondents, National Broadcasting Company, speaking at the luncheon session of the March 3 FAS-Cooperator workshop in Washington. Seventy-three persons, including 29 from 15 cooperator organizations, attended the meeting. Administrative procedures and results of the recent series of European workshops were reviewed by the group.

TRADE CENTER SHOWS

Nearly a hundred U.S. food manufacturers have applied for booth space in a special U.S. exhibit of fresh, canned and frozen foods at the U.S. Trade Center in Stockholm, Sweden, April 19-26. A large number of Scandanavian food merchants are being invited to attend. Bob Francis, International Trade Fair Division, is manager of the Stockholm exhibit.

A similar U.S. exhibit will be held at the U.S. Trade Center in Frankfurt, Germany, April 5-14. Galen Yates, ITFD, will be the exhibit manager.

WHEAT COOPERATORS MEET CONGRESSIONAL LEADERS

Senators and Representatives from the major wheat-producing states were apprised of wheat producers' efforts to expand markets for U.S. wheat in foreign markets at a breakfast March 1 in the New Senate Office Building.

The breakfast was sponsored by Western Wheat Associates, Great Plains Wheat, and the National Association of Wheat Growers.

GPW President Ralph Ball and WWA Past President Gene Moos briefly reviewed the operations of the two organizations and pointed to the success of market development programs in increasing wheat exports.

South Dakota Senator George McGovern, former Food for Peace Director, responded for his Congressional colleagues.

Moos stressed the need for price incentives in the war on hunger and discussed wheat-producer views concerning the International Grains Agreement currently under negotiation in Geneva. "The United States," he said, "cannot be expected to unilaterally undertake the task of feeding the hungry world. Other developed countries must join in the sharing of this responsibility."

Ball pointed out the dependence of the U.S. economy on agricultural exports. "Cash wheat exports last year provided $443 million towards alleviating the balance of payments deficit," he said. "In addition, monies received from concessional sales helped the drain of gold by paying many U.S. Government expenses overseas."

Ball also said that U.S. wheat exports accounted for 70 percent of U.S. production last year and that exports have jumped by more than 500 million bushels since 1955, about equal to the 1964 production of Colorado, Kansas, North Dakota, Oklahoma, and South Dakota.

He stressed the need for continued cooperation between Government, the grain trade, and the producer if the United States is to continue as a traditional supplier of quality wheat at competitive prices.

A Congressional reception was held for Georgia Kay Pearce, the 1967 Maid of Cotton, in Washington, February 27. The event was sponsored by the National Cotton Council. Over 280 attended the event. Georgia is visiting the Caribbean, March 19-26, and Ireland, May 29 - June 15, as a goodwill ambassador of the U.S. cotton industry.

POULTRY COMMITTEE MEETS

Members of the poultry industry's International Trade Development Board met in Washington, D. C., the week of February 19 to elect members of its executive committee and to review market development programs being carried out abroad for U.S. poultry products. The Institute of American Poultry Industries administers the ITDB programs.

Elected to the executive committee were: James Richardson, Ocoma Foods Company; John P. Bauer, Bauer International Corp.; Joe Manaster, J. Manaster Company; Harold Ford, Sanderson Farms, Inc.; Max Ward, Mar-Jac Poultry Co., Inc.; Henry Williams, Gold Kist Poultry; John R. Laughlin, Arkansas Valley Industries, Inc.; M. H. (Bill) Simmons, Plus Poultry, Inc.; A. E. Bailey, Grimes Poultry Processing Corp.; Herbert Beyers, Norbest Turkey Growers Association; Allan Altman, Penobscot Poultry Co.; Lorry Sherman, Sherman Poultry Industries, Inc.; Roy Ritter, George's Feed & Supply Co.; Enoch Christoffersen, Christoffersen Poultry; and Vic Pringle, Rockingham Poultry Marketing Cooperative.

Joseph O. Parker, Washington attorney, is chairman of the Committee.

Special reports on program activities were presented by Carl H. Jahns, IAPI promotion specialist from Frankfurt, Germany, and Leonard van der Velden, IAPI director for the Benelux countries. Trade and consumer advertising, special holiday promotions, in-store merchandising, trade and consumer fair exhibits with sampling and demonstrations, institutional promotions, public relations and regular trade contracts are carried out in a dozen countries.

Poultry was the important topic at the February Washington meeting of the International Trade Development Board. Shown, left to right, are Harold Williams, president, Institute of American Poultry Industries; Joe Parker, chairman, ITDB; Vic Pringle, chairman, IAPI; Russ Strobel, director, FAS Dairy and Poultry Division; and Lee Campbell, Washington representative, IAPI.

FARMER COOPERATIVES BUILDING EXPORT FACILITIES

A million Midwest farmers (see March 1967, News for Farmer Cooperatives) have formed the Farmers Export Company and are building a 5-million bushel export grain elevator and marine terminal near New Orleans, Louisiana. Meanwhile, the Equity Export Corporation, a subsidiary of the Union Equity Cooperative Exchange, owned by 45,000 farmers in Texas, Kansas, and Oklahoma, has dedicated a 6.5-million bushel elevator in Houston, Texas.

The export elevator facility and merchandising program of the Farmers Export Company will represent an investment of $20 million by members of eight regional grain marketing cooperatives. The eight cooperatives will have 24 or more river barge-loading stations to move grain down the Missouri and Mississippi Rivers. They now own and lease a fleet of more than 100 river barges and 210 railroad grain hopper cars and have another 250 cars on order for delivery by the time the elevator is completed in mid-1968.

The giant elevator of the Equity Export Corporation has storage tracks for 400 railroad cars and parking space for 200 grain trucks. It has berthing space for three ocean going vessels and room for future expansion for three additional ship berths. With the new export elevator, farmers keep control of their grain from the time it leaves the farm until it boards ship for export.

EDINBURGH FAIR AND IN-STORE PROMOTION

The Ideal Home Exhibition, which opens April 19 in Edinburgh, Scotland, will include an exhibit of fresh, canned and frozen foods from the U.S. and a special section for demonstration and sale of American foods which are new to the Scottish market.

The U.S. exhibit will be supported by an American Week In-store promotion in the Edinburgh area with the St. Cuthbert's Cooperative Association. FAS will assist in paying the cost of special promotion banners, posters and advertising for the event.

GRASSROOTS SUPPORT

Fifty-six corn-soybean crop production clinics were held this winter in 10 Midwestern states and Ontario with a total attendance of 45-50,000 farmers. A feature of the meetings was a 20-minute color motion picture film made by Amchem Products, Inc., stressing the importance of the export market for soybeans and the work being done by the government and American Soybean Association to expand these markets.

Other U.S. business firms assisted in sponsoring the clinics, held primarily to acquaint farmers with all phases of crop management from planting through harvest and marketing. Eleven similar all-day clinics were held in seven Southern states.

Honored guests at the Soybean Council booth at the February Green Week exhibition in West Berlin. Shown left to right, are S. L. Edwards, Economic Attache, British Embassy; Jim Nelson, Economic Officer, U.S. Mission; Major General J. Franklin, Commanding General of U.S. Sector; Sir Frank Roberts, British Ambassador; and Mrs. Ursula Winkler, SBC food demonstrator.

PILOT SCHOOL BAKERIES

Wheat Associates has been busy activating school lunch programs in the Philippines, one of the expanding cash markets for U.S. wheat.

Over the past three years WA has assisted in the construction of 10 pilot school bakeries in Philippine Schools. Baking classes are held in the schools and each school with an oven provides rolls for a snack for three or four other schools.

Fred Schneiter, S.E. Asia WA director, writes, "We know of 13 other pilot school bakeries which have been built independently, as a result of our pump-priming efforts. Most of these bakeries have been built in towns where fresh bakery goods have never been available. Local support and enthusiasm for the program runs very high."

SEMINARS AND EXHIBITS

Improved livestock nutrition techniques will be demonstrated and discussed in a series of seminars and exhibits in Greece and Lebanon this spring. The Soybean Council and U.S. Feed Grains Council are participating in the events.

A team of animal nutrition specialists will conduct a seminar in Beirut, May 2-4 in cooperation with the Lebanon Ministry of Agriculture. This will be followed by a seminar in Megara, Greece, May 11-13, and one in Salonika, May 15-16.

A U.S. exhibit of feedstuffs will be held in conjunction with the seminars at the Annual Poultry Fair in Megara. An American farm-size feed grinding and mixing mill will be an important feature of the exhibit. Twelve to fifteen Greek agents, representing U.S. feed exporters, will be displaying their products.

Over 500 participated in a January 17-18, U.S.-Italian Trieste Trade Conference, sponsored by the American Consulate. Around the table, left to right, are John Tuccei, Soybean Council; Bob Tetro, Agricultural Attache; John Fuess, Consul General; Mr. Claypoole, General American Transportation; and John Ward, Soybean Council.

NOTE FROM EDITOR

I would appreciate your ideas on items for SPOTLIGHT. Highlights on your success stories, market development activities, and future plans would be particularly welcome. Photos also could be used, as well as items on new market development techniques, meetings, personnel and office changes. Deadline for copy is the first of each month.

Lloyd Williams, Editor

HERE and THERE

Exports of U.S. farm products in calendar year 1966 rose to a new record of $6.9 billion, up nearly $700 million from the previous year. Commercial sales for dollars accounted for nearly all of the increase. The dollar sales rose to an estimated $5.3 billion, an increase of nearly $600 million from calendar year 1965.

The National Renderers Association met in Chicago, February 16-17, to discuss fiscal year 1968 marketing plans for its European-Middle East and Far East project agreements. Attending the session were the NRA executive director, foreign market development committee, officers and overseas directors, and Ivan Johnson and Brick Rehling of FAS. Consideration was given to a program of "Knocking on the doors" of overseas feed mills to promote, on a person-to-person basis, the use of fats in feeds. The visits would be made by relay teams of U.S. renderers, volunteering their own time in support of a program to promote the use of their products.

Wheat exports to Switzerland increased sharply last year, largely as a result of team visits and other market development efforts. For the first 11 months of 1966, the U.S. exported 99,575 tons to Switzerland, as compared to 35,814 tons for the entire 12 months of 1965.

The Rice Council emblem and USA identification is now being used by six firms in the United Kingdom to identify their consumer packs of rice, reports Ann Smith, the U.K. country director. Three additional firms are in the process of printing new containers on which the emblem will be incorporated, and negotiations are proceeding with four other firms (three in England and one in Scotland). Firms using the emblem and USA identification benefit by being able to tie-in with the television advertising and educational programs of the Council.

The Manila Wheat Associates office has moved to the new and more centralized Ayala business district. The new mailing address is — Box 146, Makati, Rizal, Philippines. Nutritionist Elizabeth Roca, a Filipina with training at Vanderbilt and Duke Universities, has joined the Manila staff.

Final statistics of the U.S. follow-up by the 1966 Extension Service grain study team to the Far East show: Publications authored by team members distributed to 880,000 persons; television and radio programs by team members reaching an estimated 500,000 persons; and a direct audience of 5,365 persons at meetings and conferences, representing the production and/or marketing of about 975 million bushels of U.S. grain.

The 69th International Agricultural Exhibition is being held in Verona, Italy, March 12-20. The Virginia Purebred Swine Association, Holstein-Friesian Association of America, and U.S. Feed Grains Council are participating. This will be the first year U.S. swine have been exhibited at the Show.

Manuel Jose Dias Soares Costa, a leading Portuguese animal nutritionist, is in the United States this month as a guest of the U.S. Feed Grains Council to participate in the International Grain Sorghum Research and Utilization Conference in Amarillo and to study feed grain production, marketing, and utilization.

Russ Hudson, Rice Council, and Pete Gips, FAS, are on a visit to the rice offices at Pretoria, South Africa, and Zurich, Switzerland, to assist in finalizing country marketing plans for fiscal year 1968.

A promotional brochure, "New Progress in Seeds" is being printed by the American Seed Trade Association. Executive Vice President John Sutherland says, "the 12-page brochure will tell why every year is a 'vintage year' in U.S. seed production." The brochure is being printed in English, German, French, Spanish, and Japanese and will be distributed abroad primarily through the agricultural attaches.

Dairy Society International reports long lines of customers at its ice cream booth at the February 1-19 Ghana International Trade Fair. Chocolate flavored ice cream and milk drink produced from Ghanaian cacao beans were featured. Thirty-two thousand cups of chocolate milk, and 8-10,000 cups of chocolate ice cream were sold to consumers. Manufacturers showed interest in U.S. raw materials and recombining equipment.

Tjebbe Spannenburg is the new representative for the Rice Council office in Brussels serving the Benelux countries. He was previously the assistant managing director of Bleuze and Company, Inc., a Belgian importing firm for speciality foods.

The Central American Livestock Show is being held in David, Panama, March 12-20. Several U.S. breed associations are participating. Claude Dobbins of the Livestock and Meat Products Division is representing FAS at the Show.

Martin J. D. Kallen, regional sales manager for Staatsmynen In Limburg, a leading distributor of lycine to the European feed market, has been appointed Director/Rotterdam for the U. S. Feed Grains Council with responsibilities for the Netherlands, Belgium, Luxemburg, and France.

The VeGe-Zentrale Ruhr chain of 350 food stores was the locale March 3-13 of an FAS sponsored in-store promotion of U.S. foods in foreign markets. Special store displays and advertising publicized the event. The firm made special purchases of U.S. foods, including several new lines of products.

Clancy Jean has been named director of the FAS Grain and Feed Division. Clancy is a market development veteran having served with Western Wheat Associates before coming to FAS as chief of the Grain and Feed Division marketing branch.

Fred Lege, Livestock and Meat Products Division, on a visit to Jamaica reports great success in the Jamacian Holstein calf market development program. The country has imported 1,172 U.S. Holstein calves to date and anticipates bringing in at least another 2,000 head before the program is completed.

George Parks, previously Deputy Assistant Administrator for Commodity Programs, has been named Acting General Sales Manager.

Alan Hunt, country director for Wheat Associates in India, is distributing a series of Millers Informational Bulletins to millers and others attached to the flour milling industry. The articles for the bulletins were secured from the American Association of Operative Millers.

In France, Louis XI is said to have excused bakers from military guard duty so they would have no excuse for a poorly baked loaf of bread.

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